

1985 households (000)
ADI (rank) ABC CBS NBC

Corpus Christi, Tex. (125)	31	27	29
Dallas-Fort Worth (8)	252	252	230
Davenport, Iowa-Rock Island-Moline, Ill. (74)	60	57	68
Dayton, Ohio (49)	74	114	78
Denver (19)	147	138	167
Des Moines (66)	55	71	77
Detroit (7)	297	272	314
Dothan, Ala. (161)	11	46	—
Dubuque, Iowa (Cedar Rapids-Waterloo, Iowa)	6	—	—
Duluth, Minn.-Superior, Wis. (119)	30	32	30
El Centro, Calif.-Yuma, Calif. (179)	5	—	10
El Paso, Tex. (97)	36	30	45
Elmira, N.Y. (166)	13	—	13
Erie, Pa. (135)	25	24	42
Eugene, Ore. (128)	29	30	12
Eureka, Calif. (182)	8	10	—
Evansville, Ind. (87)	60	46	44
Fargo, N.D. (102)	43	37	35
Flagstaff, Ariz. (205)	—	—	10
Flint-Saginaw-Bay City, Mich. (58)	85	45	94
Florence, S.C. (148)	25	55	—
Florence, Ala. (Huntsville-Decatur, Ala.)	—	—	8
Fort Myers-Naples, Fla. (112)	23	37	36
Fort Smith, Ark. (147)	21	33	14
Fort Wayne, Ind. (96)	44	41	42
Fresno, Calif. (65)	54	69	51
Gainesville, Fla. (174)	20	—	—
Glendive, Mont. (211)	—	2	—
Grand Junction, Colo. (184)	9	16	—
Grand Rapids-Kalamazoo, Mich. (40)	60	84	94
Great Falls, Mont. (177)	14	12	—
Green Bay, Wis. (68)	66	58	63
Greensboro-Winston Salem-High Point, N.C. (51)	87	106	82
Greenville-New Bern, N.C. (99)	36	51	58
Greenville-Spartanburg, S.C.-Asheville, N.C. (37)	95	102	118
Greenwood-Greenville, Miss. (170)	30	14	—
Hagerstown, Md. (195)	—	—	16
Hanover, N.H. (Burlington, Vt.-Plattsburgh, N.Y.)	—	—	10
Harrisburg-Lancaster-Lebanon-York, Pa. (48)	66	83	119
Harrisonburg, Va. (197)	19	—	—
Hartford-New Haven, Conn. (22)	137	174	75
Helena, Mont. (Great Falls, Mont.)	—	—	5
Houston (10)	266	209	200
Huntsville-Decatur-Florence, Ala. (91)	53	55	41
Idaho Falls-Pocatello (157)	13	20	18
Indianapolis (25)	128	142	139
Jackson, Miss. (84)	30	64	69
Jackson, Tenn. (185)	36	—	—
Jacksonville, Fla. (63)	49	84	48
Johnstown-Altoona, Pa. (79)	1	57	94
Jonesboro, Ark. (175)	35	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	30	39	30
Kansas City, Mo. (28)	131	131	127
Knoxville, Tenn. (59)	69	96	50
La Crosse-Eau Claire, Wis. (130)	17	32	39
Lafayette, Ind. (191)	—	18	—
Lafayette, La. (109)	46	67	—
Lake Charles, La. (171)	—	—	39
Lancaster-Lebanon, Pa. (Hrbg-Lan-Leb-York)	—	29	—
Lansing, Mich. (103)	—	58	42
Laredo, Tex. (199)	4	4	5
Las Vegas (99)	32	36	40
Laurel-Hattiesburg, Miss. (168)	—	—	31
Lexington, Ky. (76)	56	71	55
Lima, Ohio (196)	—	—	16
Lincoln-Hastings-Kearney, Neb. (90)	28	54	14
Little Rock, Ark. (56)	90	83	77
Los Angeles (2)	624	534	598
Louisville, Ky. (45)	66	101	108
Lubbock, Tex. (128)	22	32	26
Macon, Ga. (142)	19	46	17
Madison, Wis. (107)	34	48	43
Manchester, N.H. (Boston)	30	—	—
Mankato, Minn. (207)	—	16	—
Marquette, Mich. (186)	—	21	—
McAllen-Brownsville, Tex. (117)	37	34	21

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Medford, Ore. (155)	11	20	28
Memphis (41)	82	131	112
Meridian, Miss. (169)	26	11	5
Miami (14)	171	185	176
Milwaukee (29)	114	110	128
Minneapolis-St. Paul (13)	173	188	149
Minot-Bismarck-Dickinson, N.D. (144)	—	30	37
Missoula-Butte, Mont. (149)	—	14	26
Mobile, Ala.-Pensacola, Fla. (61)	64	96	74
Monroe, La.-El Dorado, Ark. (113)	16	67	24
Montgomery, Ala. (120)	21	23	67
Nashville, Tenn. (31)	93	150	136
New Orleans (33)	92	135	112
New York (1)	977	923	995
Norfolk-Portsmouth, Va. (46)	81	97	81
North Platte, Neb. (209)	—	—	8
Odessa-Midland, Tex. (146)	29	27	24
Oklahoma City (36)	84	108	98
Omaha (72)	76	71	69
Orlando-Daytona Beach, Fla. (30)	115	116	128
Ottumwa, Iowa-Kirksville, Mo. (202)	21	—	—
Paducah, Ky.-Cape Girardeau, Mo. (73)	30	79	65
Palm Springs, Calif. (187)	7	—	6
Panama City, Fla. (176)	19	—	23
Parkersburg, W.Va. (198)	—	—	10
Peoria, Ill. (98)	44	38	45
Philadelphia (4)	514	425	453
Phoenix-Flagstaff (23)	114	128	114
Pittsburgh (12)	261	227	168
Portland, Ore. (24)	107	121	112
Portland-Poland Spring, Me. (78)	49	41	51
Presque Isle, Me. (201)	—	8	—
Providence, R.I.-New Bedford, Mass. (39)	101	80	118
Quincy, Ill.-Hannibal, Mo. (153)	—	34	32
Raleigh-Durham, N.C. (38)	113	107	42
Rapid City, S.D. (162)	25	—	15
Reno (123)	29	23	22
Richmond, Va. (55)	69	86	64

Year of Yuppie?

The way Foote, Cone & Belding sees it, the 1985-86 prime time season represents "the year of the yuppie" in network TV program development. The networks are making "an attempt to reach that well-paid, self-indulgent, baby-boom audience" with programming that to succeed "must serve a purpose, deliver a message or relate to life experiences." That is among the conclusions of FCB's national TV programming division as detailed in FCBlecom, a 58-page analysis and report, series by series, on the development plans of ABC, CBS and NBC. The report finds the new crop of sitcoms "similar to last season's in many respects," with new shows focusing on modern-day struggles of married or single parents, career women and mothers returning to the work force.

FCBlecom also takes a look at development projects network by network. According to the report:

■ ABC, after a full season of prime time trouble, appears to have prepared well for 1985-86, with a number of projects slated for mid-season starts or replacements—a precaution too much ignored last year. The network needs five to seven hours of new programming, and its development projects include nine new comedies and 15 dramas.

■ CBS, as the 1984-85 prime time ratings leader, is "the picture of stability," needing only three to five hours of new programming, maybe less. The development projects "look much like [CBS's] '84-'85 lineup," with both comedy and drama projects "more contemporary and sophisticated."

■ NBC, in its "Cinderella story" rise to second place, "finally reap[ed] the benefits of [Chairman] Grant Tinker's patience." For 1985-86 it needs about four and a half hours of new programming and has 13 new comedies and 13 new dramas to pick from. NBC has won the confidence of "some of Hollywood's most successful producers" and so should continue to be offered good product.